
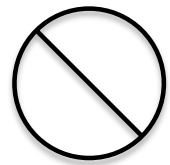




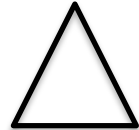
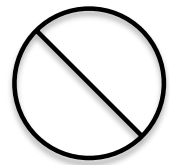
design thinking basic rubric

design thinking skills



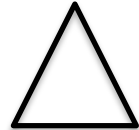
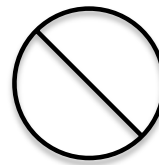
scoring: description

	Exceeds Expectation
	Meets Expectation
	Approaches Expectation
	Missing



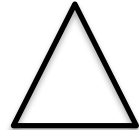
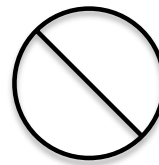
scoring: optional quantification

	4/4
	3.5/4
	2.5/4
	0/4



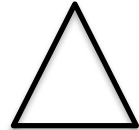
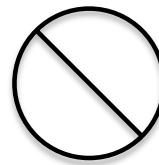
empathy

	Rich descriptions of user empathy, including a variety of surprising insights and deep needs.
	Human centeredness (user empathy) is expressed through descriptions of human emotion, physical necessities, surprising insights and/or needs on the part of users.
	Limited descriptions of user empathy with few surprising insights or needs included.
	Little to no description of user empathy.



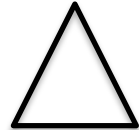
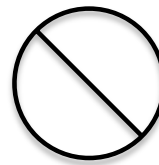
define

	In addition to ✓ re-framing is compelling and contains novel needs.
	The original challenge is clearly re-framed around a user where needs are stated as verbs to describe an activity or desire for an area where that user needs help.
	The original challenge is not clearly re-framed. Needs are incorrectly stated as nouns.
	The original challenge is not re-framed.



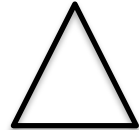
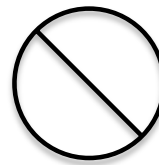
ideate

	In addition to ✓ there is an overwhelming amount of ideas ranging from very practical to very difficult (if not impossible) to implement.
	Divergent thinking results in a large, diverse range of ideas and concepts. Selecting a few ideas and concepts to move forward with that represent that diversity.
	Convergent thinking results in limited range of ideas and concepts.
	Few ideas generated.



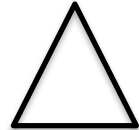
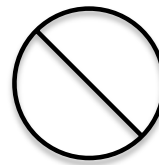
prototype

	In addition to ✓ prototypes are tested in a thorough, engaging manner.
	Prototyping provides a solution for user needs including a record of the iterations moving from low to high resolution of the prototype describing what was learned from each user test.
	Prototyping provides partial solution for a user's needs. Little or no iteration.
	Little or no prototyping accomplished.

team

	In addition to ✓ members work to encourage and teach one other.
	Team functions as a whole with all members contributing.
	Team functions as a whole most of the time. Some members are more engaged than others.
	Teamwork non-existent.

storytelling

	Team tells a captivating/engaging story that ties together the prototyping, P.O.V., and empathy expressed for a user.
	Team can link prototyping, P.O.V., and empathy expressed for a user.
	Team can describe their solution with some connection to P.O.V. and/or empathy.
	Team is unable to tell a story about their solution.

design thinking assessment points

When should assessment happen



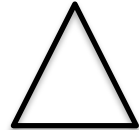
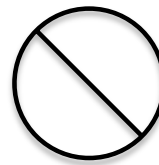
- During the end of the project demonstration
- During the transitions between design phases
- After the project (i.e. reviewing log books)

design thinking evidence

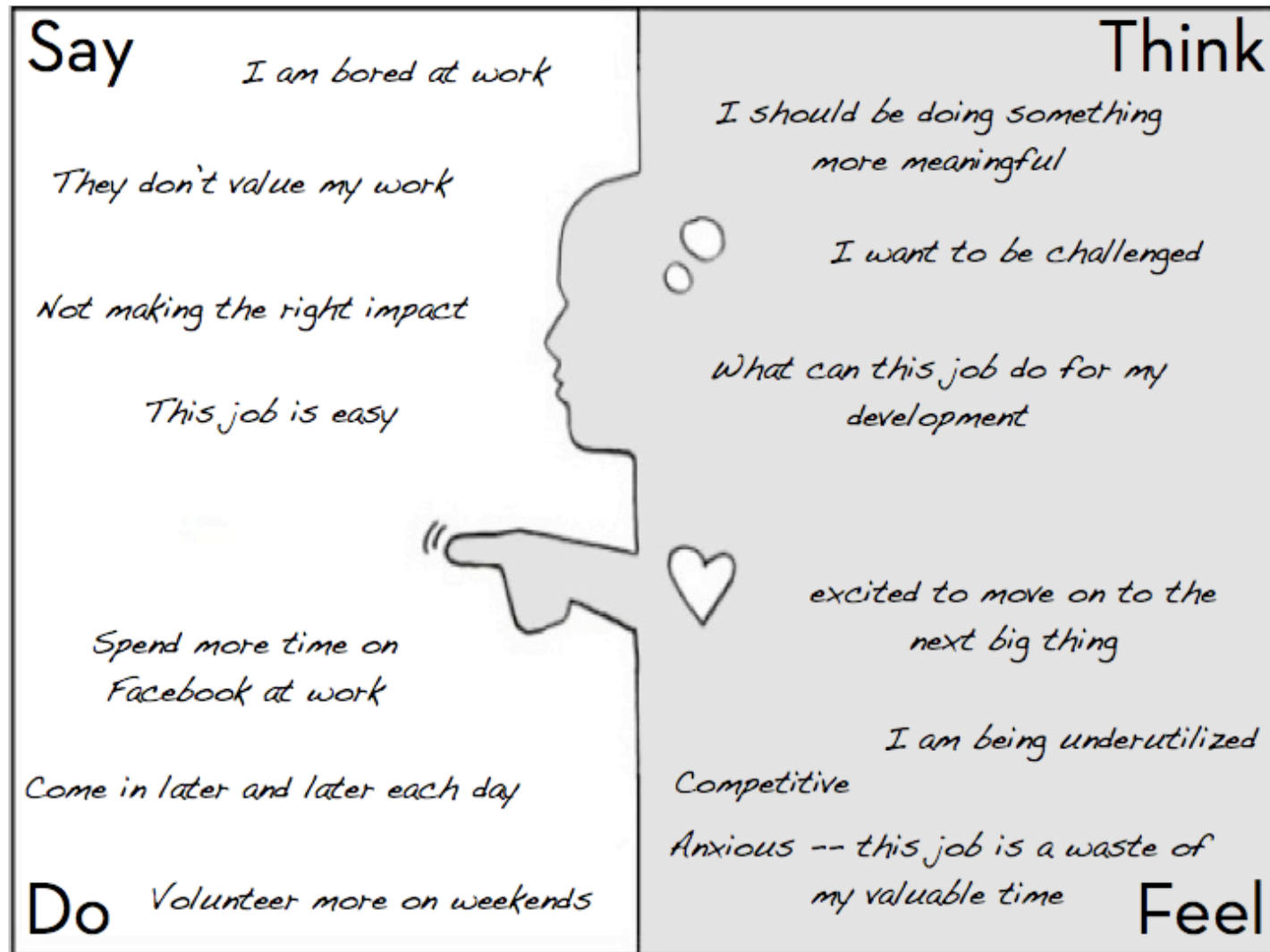
Let's look at sample ✓ work by students
working to solve the design challenge:

How might we improve the recruitment
experience for millennial workers?

empathy

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	Human centeredness (user empathy) is expressed through descriptions of human emotion, physical necessities, surprising insights and/or needs on the part of users.
	Limited descriptions of user empathy with few surprising insights or needs included.
	Little to no description of user empathy.

empathy: empathy map



empathy: composite character

Unfulfilled Felicity

25 years old

recent grad

works in marketing

*volunteers with food
bank on weekends*





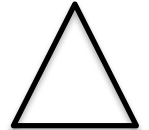

*friend group revolves around
afterwork sports team*

*spends time looking at
national geographic travel*

*has 5, 10, and 25 year plans
(is behind on all)*

*heros are those who have
positively impacted the
world*

define

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	The original challenge is not re-framed.

define: madlib

Unfulfilled Felicity needs to
user

evaluate career possibilities based on emotion
need

because for her,

developing a passion outweighs climbing the



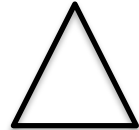

corporate ladder.
insight

define: metaphor

*Following a career path is the same as finding a date,
listen to your heart not your parents.*

Job hunting is like selecting your best friend
(this one is actually a simile because it uses “like.” That’s OK)

ideate

	In addition to ✓ there is an overwhelming amount of ideas ranging from very practical to very difficult (if not impossible) to implement.
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	Convergent thinking results in limited range of ideas and concepts.
	Few ideas generated.

Many Sticky Kids

KIDOLK ON DOORS OF PARENTS ATTENDANCE

GET A HUGE LOAN

David Kelly Antoni

Selling E-books

Direct Personnel

Swindle Tourist

GUIDED TOUR

ON CAMPUS

Flashier Myo

REVERSE MOB

buy money broker

make fake ID

Mining

sell Flowers

HOSPITAL

SELL CARDS

SELL CALIFORNIA AIR ON EBAY

Collaboration

Fake Charity

Real Charity

People who run into Money

Do Taxes

have a company website

Late Night Food Delivery

sell ice cream

impossible bets

have read our friends

Ch. Lig

SHAVE NEW & MONEY

GET BIG COMPANY EXCLUSIVE SUPPLIES

TO SELL

PIECE OF STATION

run casinos night

ASK FOR DONATIONS

Blackboard

tutoring service

BRAINSTEAM SERVICE

blackmail

trojan computers; sell to

Sushi Making Service

food poisoning info

SELL DARK TAPE WALLS

counterfeit

HELP PEOPLE SELL THEIR CAR

carroll booth

HOST A 'BUTT' BOOZIE PARTY

Delivery Rabbi

sell product or service on eBay

Contrast Killer

SELL MY OSCAR TICKET

raffle off a service

sell Messages

KIDNAP

TYPE UP BUSIN CARDS.

laundry service

ransom

Assassinate Game

auction of \$20

Decorate

hire professional blackjack player

Contract Trist

Payroll of Ceiling

car Wash

Guided Advert

later

SELL INFO ON D-SCHOOL & OTHERS

PLAY ON D-SCHOOL NAME

sell insurance service

Sell Our OverPart

E-BAY SELL MORE ADVERTISEMENTS ON CAMPUS

Sell Pennies

DEBATE

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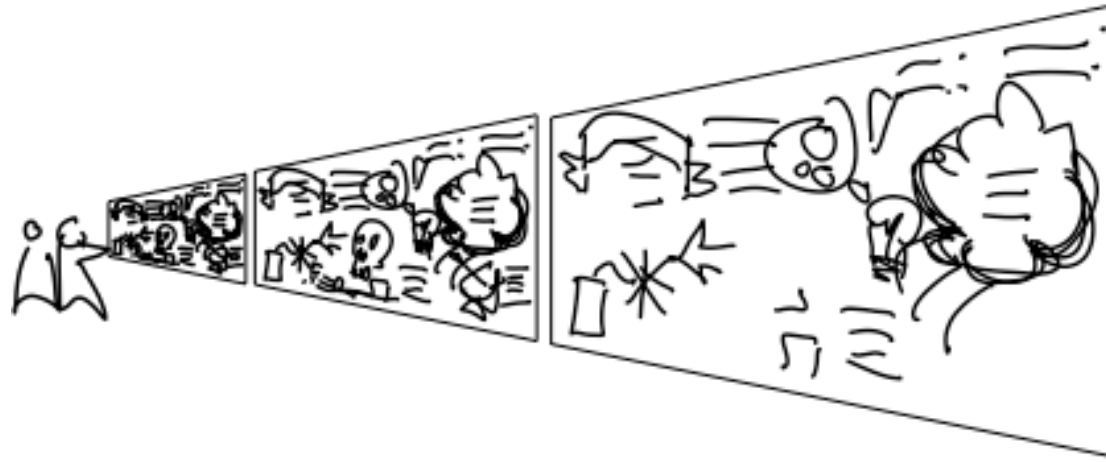
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ideate: brainstorm selection



The rational choice

A game where she creates the ideal job

The most likely to delight

Computer program that sorts all existing jobs based on her passions

The darling

A spa where different non-profits recruit her

The longshot

She gets to sample a new job everyday for a year



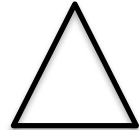
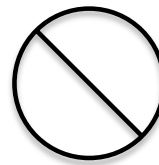
ideate: rules of brainstorming

Go for Quantity
Headline
Wild Ideas




Defer Judgment
Build on the Ideas of Others

One Conversation at a Time
Stay on Topic
Be Visual

prototype

	In addition to ✓ prototypes are tested in a thorough, engaging manner.
	Prototyping provides a solution for a user's needs (or solves a user's problem) including a record of the incremental revisions of the prototype describing what was learned from each user test.
	Prototyping provides partial solution for a user's needs. Little or no iteration.
	Little or no prototyping accomplished.

prototype: testing grid

 What Worked <i>Turn-based aspect was helpful</i> <i>Categories made sense to her</i>	 Things to Improve <i>Rules were unclear</i> <i>Hard to tell when the game ends</i>
 New Ideas <i>Customizable game pieces</i> <i>3-d board</i>	? New Questions <i>Multiplayer?</i> <i>Does it need a time limit?</i>

design thinking journal

Teams respond to prompts after each stage

Here are prompts around needs....



design thinking journal

Teams respond to prompts after each stage

Empathy ->

What needs have you uncovered?

Define ->

Which needs are you focusing on?



design thinking journal

Teams respond to prompts after each stage

Ideate->

How might your ideas meet user needs?

Prototype->

How well does your prototype meet user needs?



design thinking journal

Teams respond to prompts after each stage

Test->

What new needs have you uncovered?

How well do they justify how their process deals with human needs?



design thinking journal

Other prompts

How is your team holding up? What can we do better? (radical collaboration)

What process phase should you go to next?
Why? (mindful of process)



design thinking journal

Other prompts

Sketch your teams progress/process.

(mindful of process & show don't tell)

What did you learn from this phase of the process?



design thinking journal



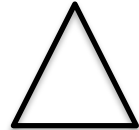
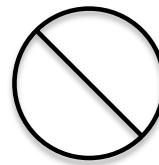
Other prompts

What worked and what didn't work this phase?
(culture of prototyping)

What would you have done differently? Based
on this, how might your process change in
the future?



design thinking journal

	In addition to all elements in ✓ journal provides rich data; pictures, sketches, photos, etc that tell a compelling story of the design process.
	Journal provides a comprehensible judgment of the value or worth for how the design phase outcome addresses user needs, using clearly described claims supported by feedback data or peer review data.
	The justification does not effectively use evidence to support the claim for how the design phase outcome addresses user needs or the evidence is unsubstantial.
	No claim, no data, no justification of addressing user needs.

Other ways to describe
design thinking skills?

Other ways to observe
design thinking evidence?

design thinking basic rubric